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FEMALE SPORTS ENDORSEMENT AND ATTITUDES
TOWARD BRANDS AND ADVERTISEMENTS

A Project
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

by
Natsuda Saritmuthakul


March 2005

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March 2005

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ABSTRACT

Endorsements by male athletes have been used by business for decade. Only recently have female endorsers seen improved prospects. This study examined attitudes toward brands and advertisements by using sources of credibility: attractiveness, trustworthiness, and expertise. Consumer attitudes toward five female tennis players were evaluated into sport and non-sport product categories.

Result from the findings supported the need to match player's attractiveness and product's image. Expertise was an important characteristic with those female players that matched with sport and non-sport product categories. On the other hand, attractiveness is related to intention to purchase.

The managers need to be cautious when using sport celebrity advertising. They should find the right endorser for their product and test whether it fits with product image and the target audience. Negative publicity, performance, and financial risks are also concerned.

ACKNOWLEDGMENTS

I am so grateful for California State University, San Bernardino for the excellent education that the university has provided me. Especially, I would like to thank my committee chair, Dr. Eric Newman, and my committee members, Dr. Fred Hebein, and Dr. Vic Johar, who have guided me through the desired outcome.

I would like to dedicate this project to my parents, Mr. Boontham and Mrs. Nuchnoi Saritmuthakul, who gave me the opportunity to complete the Master's degree, and also to thank them personally for all their effort and support throughout my college years.

Finally, I would like to thank Mr. Kritchakorn Nontanakorn and all my friends for helps and advices they have given me. Without their supports, this project will be far from complete.

DEDICATION

To Saritmuthakul family

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CHAPTER ONE

BACKGROUND

Introduction

Endorsements by male athletes have already used by business for decades. Only recently have female endorsers seen improved prospects. There was the controversial between male and female athletes in the past. Female athletes had difficulty entering into sports given their physiques, and less imposing athletic skills. On the other hand, male professional athletes such as Tiger Woods, Michael Jordan, and Shaquille O'Neal endorse a number of products. Tiger Woods is well-known as endorser in many products. With Nike's five-year contact and major golf champions, he earned more than \$100 million in 2000. According to 2004 Nike endorsement expenditure, the company estimated about \$338.6 million, which was 53.6% higher than \$220.3 million in 2003. This could refer to the company using many endorsers to speak to a broader audience (Advertising Age, 2004).

The situation today for woman athletes has become much better with the significant increase in women's sports, but the issue of inequality remains a concern. Women find less sponsorship and less recognition for what

they do. However, since 1996 Olympic Games, many marketing experts have realized that female athletes possess endorsement potential equaling that of many male athletes (Veltri, 1998). Female athletes have opportunities to endorse consumer products. For example, female athletes of tennis, soccer, and basketball teams have captured corporate attention. Superstars such as Serena Williams and Anna Kournikova have chosen to use their celebrity appearances to seize into endorsement opportunities. Serena Williams has signed contract with Nike for \$40 million in December 2003 which made her the richest female endorser. Anna Kournikova, despite her lack of success on tennis court, could earn \$15 million a year in endorsement from Adidas, Yonex, Omega, and Berlei. Consecutively, the companies have realized when they want to sell woman's products, they should hire to female endorsers.

Problem Statement

According to all above mentioned, the first problem is determination of which strategy sporting goods companies should use in marketing campaign before they select an endorsement. Advertising includes television commercials, magazines, billboards, and images on

packages. Therefore, the company has to choose whether it is appropriate to use an endorser.

The second problem is how the company selects endorsers to represent its product effectively. Lastly, there are some risks that must be concerned to overcome the problem of expenditures in engaging the endorsers.

According to Petty and Cacioppo (1983), a celebrity is more effective in low-involvement conditions when the receiver has low motivation and low ability to process information.

Research Purposes

Athletes will usually endorse two types of product: sport specific products and non-sport specific products. For example, Serena Williams endorses sport products such as Nike apparel and non-sport product such as Wrigley's, Avon, McDonald's, and Close-Up. In the United States, female sport endorsers have been accepted and gained popularity.

The purpose of this study is to establish the means to understand how female sport endorsers are chosen in advertising - whether the choice is based upon physical appeal or professional career.

Research Objectives

The objectives of this study are the followings:

1. To evaluate the selection of endorsers
2. To examine the effectiveness of advertisement depending on credibility; expertise; and trustworthiness, as well as attractiveness; similarity; familiarity; and likeability
3. To understand the possible risks: financial and brand image risk that could affect the advertising

Benefits of the Project

The benefits of this study are the followings:

1. This study can be a useful guideline for a company in order to penetrate a target market.
2. The evaluation of advertisement and female sport endorsers are supported to an effective market strategy.
3. The detailed information of consumers can be provided as a beneficiary to the establishing companies.

Limitations of the Project

The major limitation is the population of surveys because the respondents are limited to students in

California State University, San Bernardino and residents in San Bernardino area. Therefore, the scope of survey is limited.

In addition to the major limitation, further limitations can be described as followed:

1. Timing to conduct a collection of data is limited.
2. Financial constraints.
3. Only print advertisements are used in the questionnaire.

CHAPTER TWO

REVIEW OF THE LITERATURE

Introduction

Chapter two is to provide relevant literature in the field of female celebrity endorsement. First, attitude changes in sport business will be reviewed. Subsequently, several theories will be discussed as followed: the communication and persuasion process, source characteristics, the "Match-Up" Hypothesis, the meaning transfer model, and the elaboration likelihood model.

Changing Attitude

Women have increased their attentions not only in sports, but also in participations of sport events. The increase of women purchasing decision has moved marketing executives to promote the use of professional female athletes as product endorsers. In the past, companies tended to sell products in a unisex fashion (Rozek, 1984). Advertising managers became conscious that female consumers had been influenced by the professional athletes as well. In recent years, companies in the sporting goods business and computer market have separated advertisements in female segmentation.

Presently, female tennis players have signed many endorsement deals. Historically, there was no female athlete in top of earners from Forbes magazine (Spiegel, 1997). Additionally, the number of female endorsers has dramatically increased. The trend is that female athletes sign individual contact from team sports. Approximately, there are over 200 women athletes who have signed deals in the past several years. As the matter of fact, Nike has about fifty female athletes under the contacts.

The Communication and Persuasion Process

According to Batra (1995), communication system always involves a perception process and four of the elements; the source, a message, a communication channel, and a receiver.

Source

Batra (1995) stated that the source of a message is the point of which the message originates. It has information to share with another person. The source may be an individual such as an endorser.

The communication process starts when the source or sender selects words, symbols, and pictures to represent the message that will be deliver to the receiver. This

process is known as encoding. The goal is to encode the message to the receiver will understand it.

Message

The message may be verbal, nonverbal, or symbolic. Messages must be put into a transmittable form that is appropriate for the channel of communication being used. This might be from the word-of-mouth, simple writing words to television commercial. The message can be conveyed in a variety of ways such as the use of humor and fear.

Channel

Channel is the method that the communication travels from the source to the receiver. There are two types of channels: personal and non personal channel. Personal channels involve two or more persons communicating directly with each other face-to-face, person to audience, over the telephone, or through e-mail (Kotler, 2000). They will deliver the message to potential customers or social group such as friends and family. Personal channel often represent word-of-mouth communication.

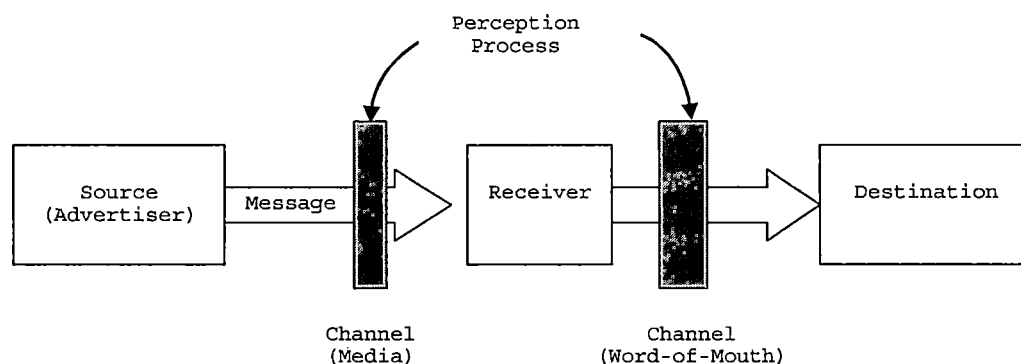
Non-personal channel consists of radio, television, newspapers, magazines, billboards, point-of-purchase display, and direct mails. Non personal channels generally refer to as mass media because the message is sent to many individual at one time.

Receiver

The receiver is called the target audience with whom the sender shares information. Decoding is the process of transforming the message into thoughts. This process refers to experience, perception, attitude and value.

Destination

The communication process model does not finish at the receiver. The receiver might deliver message in word-of-mouth communication to the ultimate step of the message. Therefore, the receiver becomes a source and destination becomes another receiver (Batra, 1995).



Source: Batra (1996), p.46

Figure 1. The Communication Process

Source Characteristics

Table 1. Source Characteristic and Behavioral Response

| Source Characteristic | Behavioral Response Change Mode | Attitude-Change Effect |
|-----------------------|---------------------------------|---|
| Credibility | Internalization | Functionally autonomous of future change in source's position |
| Attractiveness | Identification | Tied to source and dependent on social support |
| Power | Compliance | Expressed only when receiver is either in presence of the source or his perceived agent |

Source: Percy. 1980. p. 74.

Traditionally, the most generally studied source characteristics may be grouped together under three subclasses on the basis of a target receiver's motivation for accepting the message being offered (Percy, 1980).

Kelman (1961) developed three basic components: credibility, attractiveness, and power. Each one can influence the receiver's attitude through different processes called internalization, identification, and compliance.

Source Credibility

This is perhaps the most important attribute of the source. It is the extent to which the receiver sees the source as having relevant knowledge and trusts the source to give unbiased information (Percy, 1980). A source seen as knowledgeable and as an expert is more persuasive than

one with less expertise, but the source also has to be trustworthy, which includes being honest, ethical, and believable.

Kelman (1961) mentioned information from a reliable source influences attitude and beliefs through a process known as internalization, which occurs when the person receives the opinion since she/he believes information from the source is accurate. Once the receiver internalizes an opinion, it becomes integrated into her/his belief system and may be maintained even after the source is forgotten.

1. Expertise: Marketing managers want to use the source with high credibility because the receiver will develop opinions and attitudes through an internalization process which become part of the individual's belief system. From Ohanian's study (1991), the author suggested that endorsers are most effective when they are knowledgeable, experienced, and qualified.
2. Trustworthiness: Not only is expertise important, but in addition to trustworthiness is another factor referring the honesty and integrity of the endorsers. The receiver must find the source believable. The company has

sometimes difficulty finding the endorser with trustworthy image. Percy (1980) mentioned that many people hesitate to endorse the product because of the impact on their reputation. For example, Shaquille O'Neal does not accept the deal from the product that he has not been using.

Source Attractiveness

According to Kelman (1961), source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek a closer relationship with the source and thus adopts similar beliefs, attitudes, preferences, and behavior. If the receiver position depends on the source's continued support, the receiver may also changes if the endorse changes.

Unlike internalization, identification does not usually integrate information from an attractive source into receiver's belief system (Percy, 1980). The receiver may maintain his or her position or behavior only as long as it is supported by the source or the source remains attractive. There are three components of source attractiveness: similarity, familiarity, and likability.

1. Similarity: People are likely to be influenced where the source is perceived to be similar to how the receiver would like to think of himself. If the endorser and receiver have similar needs, goals, interests, and lifestyles, the position advocated by the source is better understood and received (Kelman, 1961). McGuire (1969) stated that a similar tactic used in personal selling by advertising is the "slice-of-life" approach, in which empathy is sought between the receiver and the source.
2. Familiarity: It is close to likability; therefore a short explanation will be in this component. Many researches have shown that as the interaction between individual increases, they will affect one another. It implies obviously in personal selling and word-of-mouth communication. McGuire (1969) believed that familiarity will enhance liking. Given a wide range of different stimuli, the more frequently they were presented, the greater they were liked and the more positively they were evaluated. Furthermore, liking is an inverted U-shaped function of familiarity. Therefore, the

advertiser should have a good knowledge and understanding of the "linking" variable in the communication model (Percy, 1980).

3. Likability: This is the last component of source attractiveness. Percy (1980) stated that the source will enhance the source's persuasive impact on the receiver, such that if the receiver likes a source who expresses something, then the receiver will also tend to like the same thing. This is one of principles of balance theory. The value of selecting celebrities has been recognized by advertisers. Athletes, movie stars or other celebrities are used for this purpose.

Source Power

This is the final source characteristic. According to Kelman (1961), a source has power when he/she can actually administer rewards or punishments to the receiver. The source has the influence through a process known as compliance in responding to advertising. This means the receiver accepts the persuasive influence from the source and obtains a favorable reaction, or avoids the punishment.

The "Match-up" Hypothesis

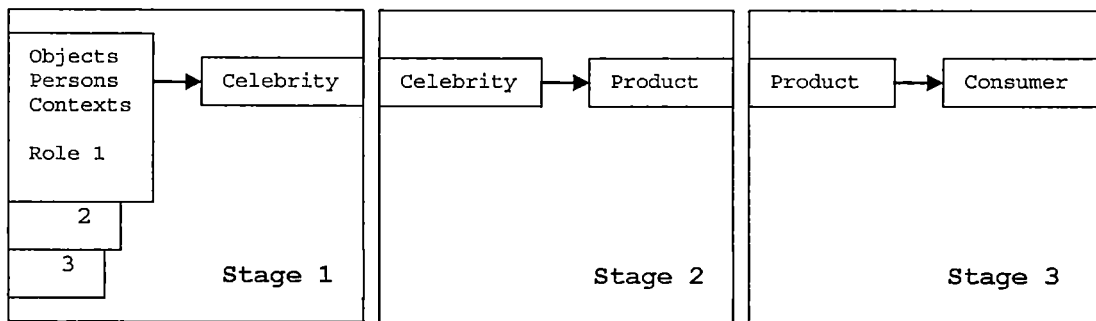
This explains that the physical attractive endorser enhances the product and advertisement if the product characteristics "match-up" with the advertisement conveyed by endorsers. Atkin and Block (1983) present two reasons why a famous endorser may be influential. First, celebrity spokespeople are traditionally viewed as being highly dynamic, with both attractive and likeable qualities. In addition, their physical appearance is thought to attract attention to the product or brand.

There are many studies about the relationship between attractiveness and the product. It can imply a need for congruence between product and celebrity image on attractive image basis. Therefore, the "match-up" hypothesis would predict positive results when the celebrity's attractiveness is congruent with the product advertised. Likewise, an attractive female or male may represent an attractive source of information for a related-attractiveness product such as cosmetic product (Atkin & Block, 1983).

The Meaning Transfer Model

McCracken (1989) described the meaning transfer model as the celebrity endorsement process. It is a conventional

path for the movement of cultural meaning in consumer societies. An endorser encodes the culture meaning and then transfers to the product. The model is divided into three stages: culture, endorsement, and consumption.



Source: McCracken. 1989. p. 45.

Figure 2. The Meaning Transfer Model

Stage 1: Culture

According McCracken (1989), celebrities are different from the anonymous models (or anonymous actors) who are normally used to bring meanings to the advertisement. Celebrities deliver meanings of extra subtlety, depth, and power. It is clear enough that advertisement can undertake meaning transfer without the aid of celebrities. Anonymous actors and models are charged with meaning, and, obviously, they are available at a fraction of the cost. Indeed, for most advertising purposes, the meanings that

can be "imported" through an anonymous model are perfectly sufficient.

McCracken's Model explained that anonymous models offer demographic information, such as gender, age and status, but these useful meanings are relatively imprecise and blunt. Celebrities offer all these meanings with special precision. Furthermore, celebrities offer a range of personality and lifestyle meanings that the model cannot provide.

As in Stage 1, celebrities draw these powerful meanings from the role they assume in their television, movie, military, athletic and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons, and contexts are transferred meanings that then reside in the celebrity. When the celebrity brings these meanings into an advertisement, they are merely passing along meanings with which they have been charged by another meaning transfer process (McCracken, 1989).

Stage 2: Endorsement

McCracken (1989) discussed that the choice of particular celebrities is based on the meanings they epitomized and on a sophisticated marketing plan. Possibly, marketing firm first would determine the

symbolic properties sought for the product. It would then consult a roster of celebrities and the meanings they make available and, taking into account budget and availability constraints, and then select the celebrity who best represent the product.

Once the celebrity is chosen, and the advertising campaign must identify and deliver these meanings to the product. McCracken (1989) found out that it must capture all the meanings it wishes to obtain from celebrity and leave no salient meanings untapped.

Finally, McCracken suggested that the advertisement must be designed to suggest the essential similarity between the celebrity and the product so that the consumer will be able to take the last step in the meaning transfer process.

Stage 3: Consumption

Consumers are seeking the object world for goods with useful meanings. They use them to furnish certain aspects of the self and the world. The object world gives them access to workable ideas of gender, class, age, personality, and lifestyle, in addition to cultural principles of great number and variety (McCracken, 1989).

According to the model, the final stage of the transfer process is complicated and sometimes difficult.

McCracken stated that it is not enough for the consumer merely to own an object to take possession of its meanings, or to incorporate these meanings into the self. Consumers must claim the meanings and then work with them.

Celebrity plays an important role in the final stage because they have generated the self. Then, consumers have observed as celebrities have selected and combined the meanings contained in the object to the people around them. Consumers are themselves constantly moving symbolic properties out of consumer goods into their lives to construct aspects of self and world. McCracken (1989) discussed celebrities are proof that the process works. They have done in stage 1 what the consumer is now laboring to do in stage 3 of the process.

Furthermore, McCracken (1989) claimed celebrities serve the final stage of the process because they are "super consumers". They are seen to have created the clear and powerful selves that everyone seeks.

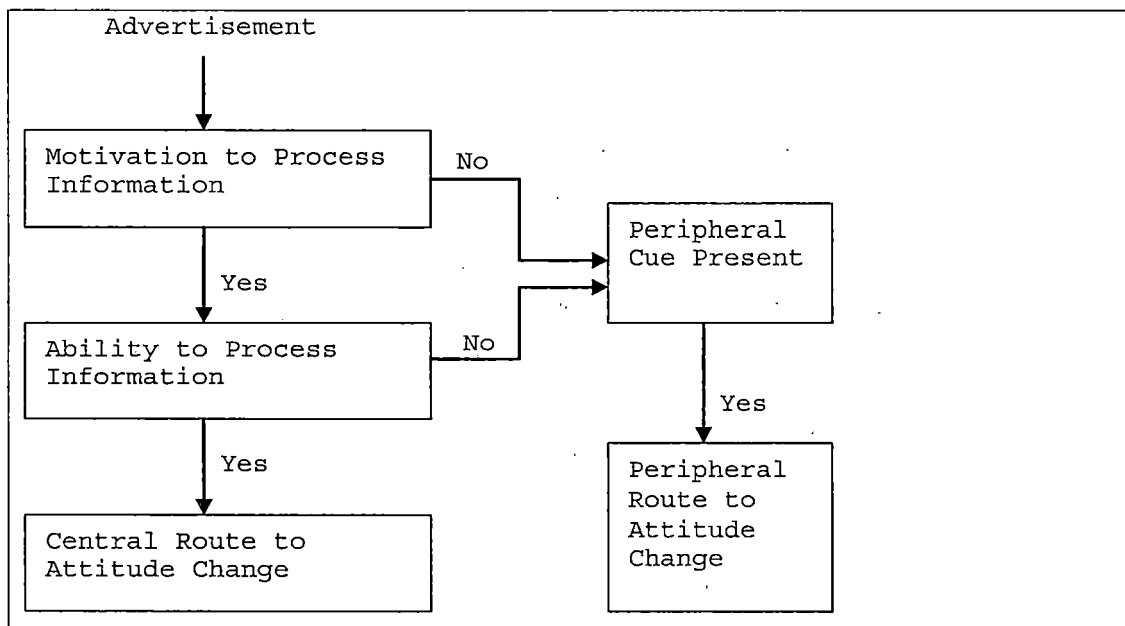
The Elaboration Likelihood Model

Consumers process and respond to persuasive messages in the Elaboration Likelihood Model (ELM). Petty & Cacioppo (1983) studied and explained the process by which

persuasive communications, such as advertising lead to persuasion by influencing attitude.

According to this model, the attitude change depends on the nature of elaboration or information to a message. High elaboration means that the receiver engages in careful thinking, consideration and evaluation of information in the message. Low elaboration occurs when the receiver does not engage in active information processing or thinking but rather makes inferences about the position being advocated in the message on the basis of simple positive or negative cues (Petty & Cacioppo, 1983).

The ELM is a function of motivation and ability to process the message. Motivation depends on such as involvement and individual's need. Ability relies on individual's knowledge and intellectual capacity. There are two routes to attitude change; central and peripheral routes.



Source: Batra. 1995. p. 158.

Figure 3. The Elaboration Likelihood Model Process

Central Route

Under the central route, the receiver is viewed as an active participant in the process whose motivation and ability are high. When the consumer sees the advertising message, he or she pays attention to message content and looks deeply into information (Petty & Cacioppo, 1983). A high level of cognitive response occurs, and the receiver is persuaded depending on the receiver's evaluation of advertisement presented.

Petty and Cacioppo (1983) also stated that favorable cognitive responses, such as support argument lead to

favorable changes in cognitive structure, which lead to positive attitude change or persuasion.

Peripheral Route

Under the peripheral route, the receiver is viewed as lacking the motivation or ability to process information and is not involved in the cognitive process. Individual's reaction to peripheral cues depends on how he or she evaluates these cues. The consumer might prefer use cognitive shortcuts to evaluate the message arguments presented in an advertisement.

Petty and Cacioppo (1983) stated favorable attitudes are formed if a celebrity in the advertisement acts as an expert or is attractive. However, the favorable attitudes from peripheral processing are only temporary. Therefore, these attitudes must be maintained by continual exposure to the cues such as repetitive advertising.

CHAPTER THREE

METHODOLOGY

Introduction

Chapter three explains the process of collecting data and outlines the sampling method, procedure, and survey instrument.

This study is based upon quantitative research. Data have been obtained from a convenience sample of consumers. Three hundred questionnaires were randomly collected from students enrolled on California State University, San Bernardino campus. This group could represents potential customers.

Instrument

The questionnaire consisted of the advertisement of endorsers with sport and non-sport products. The questionnaire was self-administered. The respondents took approximately 5 to 7 minutes in completing the survey. According to the objective of this study, the questionnaire determined attitudes toward an endorser, brand, and advertisement. The survey evaluated the awareness of consumers to individual endorsers. The survey consisted of yes-no, multiple-choice, open-ended

questions, Likert scales, and semantic differential scales.

The questionnaire was separated into three sections. In the first section, general personal sports data were asked. The personal sports data could explain respondents' sport personalities and life styles. From question 6 to 10, attitude towards products were measured. Questions 6 to 10 evaluate which product features the respondents considered the most important. Question 11 was asked to measure athlete name awareness. Awareness has an effect in the respondent's mind. Question 12 was used to measure the respondent's positive feeling towards the endorser physical attractiveness. Question 12 used Likert scales: 1-strongly disagree, 2-disagree, 3-undecided, 4-agree, and 5-strongly agree. From known votes on well known Internet site, five female tennis players are top the most popular images for female athletes (the Lycos50 daily report, 2001). There were Anna Kournikova, Serena Williams, Martina Hingis, Maria Sharapova, and Jelena Dokic. However, the latter one was dismissed because of difficulty in finding an advertisement featuring her. Stefanie Graf was a more interesting endorser. According to her published biography, she became the number one player in the female tennis world for 8 years, 1987-1990

and 1993-1996. The last group of section I, questions 13 to 25, was about attitude toward brands. Adidas, Yonex, Omega, Wrigley's, Berlei, and NEC were mentioned. Again, brand awareness was measured by Likert scales.

The increase of endorsement contracts permitted the questionnaire cite at least one product per one athlete: Stefanie Graf and Anna Kournikova as endorsers for Adidas, Serena Williams and Maria Sharapova for Nike, Martina Hingis and Anna Kournikova for Yonex, Anna Kournikova and Martina Hingis for Omega, the Williams's family for Wrigley's Double Mint, and Maria Sharapova for the penetration of LaVie NEC into Japanese customers.

Table 2. Tennis Players and Brands Endorsed

| Tennis Players | Brand |
|-----------------|------------------------|
| Anna Kournikova | Adidas, Omega, Berlei |
| Stephanie Graf | Adidas, EganaGoldpfeil |
| Serena Williams | Nike, Wrigley's, Avon |
| Martina Hingis | Yonex, Omega |
| Maria Sharapova | Nike, NEC |

In section II, there were two sport and non-sport advertisement. Chosen sport products were sportswear, sport bras, and a tennis racquet. Non-sport products were a watch, a chewing gum, a leather bag, and a notebook computer. Subsequently, the respondent rated advertisements by using semantic differential scales.

According to Ohanian (1990), celebrity endorser credibility scales had three dimensions. Attractiveness: attractive-unattractive; classy-not classy; beautiful-ugly; elegant-plain; and sexy-not sexy. Trustworthiness dimension had dependable-undependable; honest-dishonest; reliable-unreliable; sincere-insincere; and trustworthy-untrustworthy. The last part of the credibility scale was the "expertise" dimension. It had expert-not an expert; experienced-inexperienced; knowledgeable-unknowledgeable; qualified-unqualified; and skilled-unskilled. These dimensions measured in questions 26 to 28.

Questions 29, 30, and 31 determined the attitude after the respondent saw the advertisement with an endorser. Additionally, questions 32, 33, and 34 were used to evaluate attractiveness, trustworthiness, and expertise. However, questions 32 to 34 evaluated non-sport advertisements. Finally, the attitude after seeing an endorser with brand was measured by questions 35 to 37.

Last section of the questionnaire was demographic information. These questions collected respondent personal details. Such personal details will be identifying the target market in the future.

Procedure

The Statistical Program of Social Science (SPSS) was utilized as a tool to analyze the data of completed questionnaires. Mean, mode, and frequencies were conducted. Cross tabulation was utilized to explain relationship between variables.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

Chapter four shows the result of this study. The questionnaires were analyzed by Statistical Package for Social Sciences (SPSS).

Demographic Characteristics

Out of 300 surveys, 277 were completed yielding a 92.33 percent response rate. Table 3 presented overall demographic characteristics. Fifty-seven percent of respondents in this study were female. The majority of participant was between 20 and 24 years old (52%). Thirty four percent of the respondent had a college degree. Interestingly, Asians accounted for about 30% of the respondents with Whites (28.5%), Hispanics (17.3%), and Blacks (11.9%), totaling for about 87.7% of the respondents. Multi Racial (4.3%), Other (4.7%), Pacific Islander (1.1%), and No Response (1.8%) accounted for the remainder. The target category in total household income was in the range from \$25,000 to \$49,999 (21%).

Table 3. Demographic of Characteristics

| Variable | Frequency | Percent |
|-------------------------------|-----------|---------|
| <u>Gender</u> | | |
| No Response | 4 | 1.4 |
| Male | 116 | 41.9 |
| Female | 157 | 56.7 |
| <u>Age</u> | | |
| No Response | 4 | 1.4 |
| 20-24 | 143 | 51.6 |
| 25-34 | 110 | 39.7 |
| 35-44 | 14 | 5.1 |
| 45 years and over | 6 | 2.2 |
| <u>Education</u> | | |
| No Response | 4 | 1.4 |
| High school | 23 | 8.3 |
| College | 94 | 33.9 |
| Associate degree | 36 | 13.0 |
| Bachelor's | 61 | 22.0 |
| Graduate | 59 | 21.3 |
| <u>Ethnic Background</u> | | |
| No Response | 5 | 1.8 |
| White | 79 | 28.5 |
| Pacific Islander | 3 | 1.1 |
| Black | 33 | 11.9 |
| Native American | 1 | 0.4 |
| Hispanic | 48 | 17.3 |
| Multi Racial | 12 | 4.3 |
| Asian | 83 | 30.0 |
| Other | 13 | 4.7 |
| <u>Total household income</u> | | |
| No Response | 7 | 2.5 |
| Less than \$9,999 | 42 | 15.2 |
| \$10,000-\$14,999 | 32 | 11.6 |
| \$15,000-\$24,999 | 42 | 15.2 |
| \$25,000-\$49,999 | 58 | 20.9 |
| \$50,000-\$74,999 | 40 | 14.4 |
| \$75,000-\$99,999 | 28 | 10.1 |
| \$100,000 and over | 28 | 10.1 |

In addition to the general demographic information presented above, two hundred and twenty-seven respondents (82%) were interested in sports. Eighty-eight percent of men expressed interest and seventy-eight percent of women expressed interest in sports (see Table 4).

Table 4. Cross Tabulation between Gender and Sport Interest

| | | | You are interested in sports | | | Total |
|--------|-----------------|-----------------|------------------------------|-------|--------|--------|
| | | | No Response | Yes | No | |
| Gender | No Response | Count | | 3 | 1 | 4 |
| | | % within Gender | | 75.0% | 25.0% | 100.0% |
| | Male | Count | | 101 | 15 | 116 |
| | | % within Gender | | 87.1% | 12.9% | 100.0% |
| | Female | Count | 1 | 123 | 33 | 157 |
| | | % within Gender | .6% | 78.3% | 21.0% | 100.0% |
| Total | Count | 1 | 227 | 49 | 277 | |
| | % within Gender | .4% | 81.9% | 17.7% | 100.0% | |

Table 5 illustrates participation by type of sport. Thirty-three (33) percent of participants liked swimming, twenty-seven (27) percent of participants liked basketball, and twenty-one (21) percent of participants preferred tennis. Other sports such as snowboarding, yoga, and fitness were mentioned by twenty-six (26) percent of participants.

Table 5. Type of Sports Respondents Participated

| Sports | Frequency | Percent | Sports | Frequency | Percent |
|----------|-----------|---------|------------|-----------|---------|
| Golf | 51 | 18.41 | Basketball | 74 | 26.71 |
| Football | 28 | 10.11 | Hockey | 10 | 3.61 |
| Tennis | 58 | 20.94 | Volleyball | 36 | 13.00 |
| Cycling | 28 | 10.11 | Skiing | 26 | 9.39 |
| Aerobics | 46 | 16.61 | Fishing | 27 | 9.75 |
| Soccer | 49 | 17.69 | Running | 66 | 23.83 |
| Swimming | 91 | 32.85 | Other | 71 | 25.63 |
| Baseball | 33 | 11.91 | | | |

Question 3 asked how often respondents participate in sports and question 4 inquired about total spending on sport goods. Thirty-eight percent of male and thirty-one percent of females participated in sports once a week. Thirty-one percent of females participated 2 to 4 times a week. However, the survey indicated that 35 percent of female did not participate in sports at all (see Table 6).

Table 6. Cross Tabulation between Gender and Sport Participation

| | | | How often do you participate in sport? | | | | | Total |
|--------|-----------------|-----------------|--|------------------|-----------|-------------|--------------|--------|
| | | | No Response | 5 times and over | 2-4 times | Once a week | I don't play | |
| Gender | No Response | Count | 1 | | | 2 | 1 | 4 |
| | | % within Gender | 25.0% | | | 50.0% | 25.0% | 100.0% |
| | Male | Count | | 10 | 36 | 44 | 26 | 116 |
| | | % within Gender | | 8.6% | 31.0% | 37.9% | 22.4% | 100.0% |
| | Female | Count | 2 | 5 | 48 | 48 | 54 | 157 |
| | | % within Gender | 1.3% | 3.2% | 30.6% | 30.6% | 34.4% | 100.0% |
| Total | Count | 3 | 15 | 84 | 94 | 81 | 277 | |
| | % within Gender | 1.1% | 5.4% | 30.3% | 33.9% | 29.2% | 100.0% | |

Table 7 showed estimated total spending in a year. Females, 58 percent of population surveyed, spent less than \$100, while males, 46 percent, spent about \$100 to \$500 in one year.

Table 7. Cross Tabulation between Gender and Sport Expenditure

| | | | How much you spend on sport in a year | | | | | Total |
|--------|-----------------|-----------------|---------------------------------------|-----------------|-------------|--------------|------------------|--------|
| | | | No Response | Less than \$100 | \$100-\$500 | \$500-\$1000 | More than \$1000 | |
| Gender | No Response | Count | | 3 | 1 | | | 4 |
| | | % within Gender | | 75.0% | 25.0% | | | 100.0% |
| | Male | Count | | 51 | 53 | 10 | 2 | 116 |
| | | % within Gender | | 44.0% | 45.7% | 8.6% | 1.7% | 100.0% |
| | Female | Count | 2 | 91 | 50 | 8 | 6 | 157 |
| | | % within Gender | 1.3% | 58.0% | 31.8% | 5.1% | 3.8% | 100.0% |
| Total | Count | 2 | 145 | 104 | 18 | 8 | 277 | |
| | % within Gender | .7% | 52.3% | 37.5% | 6.5% | 2.9% | 100.0% | |

Question 5 showed which publication respondents read regularly. Women's fashion and beauty magazine was the most popular in this category (38%), followed by entertainment (37%) and sports and activities (20%) (see Table 8).

Table 8. Publication Respondents Read

| Publications | Frequency | Percent | Publications | Frequency | Percent |
|--------------|-----------|---------|---------------|-----------|---------|
| Sports | 54 | 19.49 | Entertainment | 102 | 36.82 |
| Women | 105 | 37.91 | Health | 47 | 16.97 |
| Science | 9 | 3.25 | Cooking | 18 | 6.50 |
| Business | 48 | 17.33 | Other | 35 | 12.64 |
| Computer | 37 | 13.36 | | | |

Attitudes toward Products

Question 6 to 10 showed what attributes respondents considered when buying products. They ranked the features by grading 1 as the most important to 7 as the least important.

Shown in Table 9, question 6 was regarding sportswear and equipment. Out of 277 surveys, 78 respondents selected brand as the most important factor due to the decision making. The following considerations were design, price, material, presenter, friend, and other.

Table 9. Features of Products Respondents Ranked

| Sportswear | Frequency | Watch | Frequency |
|-------------|-----------|-------------|-----------|
| 1.Brand | 78 | 1.Brand | 111 |
| 2.Design | 90 | 2.Design | 97 |
| 3.Price | 73 | 3.Material | 84 |
| 4.Material | 76 | 4.Price | 84 |
| 5.Presenter | 99 | 5.Friend | 22 |
| 6.Friend | 104 | 6.Presenter | 116 |
| 7.Other | 215 | 7.Other | 220 |
| Leather bag | Frequency | Laptop | Frequency |
| 1.Brand | 83 | 1.Brand | 128 |
| 2.Design | 83 | 2.Price | 96 |
| 3.Material | 90 | 3.Design | 79 |
| 4.Price | 61 | 4.Service | 95 |
| 5.Presenter | 105 | 5.Friend | 93 |
| 6.Friend | 105 | 6.Presenter | 106 |
| 7.Other | 214 | 7.Other | 199 |
| Chewing gum | Frequency | | |
| 1.Taste | 168 | | |
| 2.Brand | 76 | | |
| 3.Design | 61 | | |
| 4.Price | 47 | | |
| 5.Presenter | 86 | | |
| 6.Friend | 93 | | |
| 7.Other | 205 | | |

For a leather bag, 83 respondents ranked both brand and design as the most important factors. Material, price, presenter, friend, and other followed respectively. Question 8 asked for participants' opinions of chewing gums. The most important concern was taste, signified by 168 respondents. The following considerations were brand, design, price, presenter, friend, and other.

Question 9 was asking about a watch. From Table 9, the most important factor was brand, responded by 111 respondents. The following considerations were design, material, price, friend, presenter, and other. However, respondents that selected material and price as third important features were equal.

The last product was a laptop. Brand was still the first important factor, responded by 128 respondents. The following considerations were price, design, service, friend, presenter, and other.

Attitudes toward Female Endorsers

In order to evaluate name awareness, respondents were asked to name female tennis player in question 11.

Table 10. First Female Tennis Players Respondents Named

| Name | Frequency | Percent |
|----------------|-----------|---------|
| No response | 57 | 20.6 |
| Anna | 73 | 26.4 |
| Graf | 18 | 6.5 |
| Hingis | 14 | 5.1 |
| Serena | 72 | 26.0 |
| Venus | 22 | 7.9 |
| Maria | 8 | 2.9 |
| Davenport | 1 | 0.4 |
| Seles | 1 | 0.4 |
| Capriati | 3 | 1.1 |
| Sugiyama | 1 | 0.4 |
| Tamarine | 2 | 0.7 |
| Navratilova | 2 | 0.7 |
| Henin-Hardenne | 3 | 1.1 |
| Total | 277 | 100.0 |

According Table 10, Anna Kournikova was mostly recognized by 27 percent of respondents as the first player. Serena Williams was recognized by 26 percent, followed by Venus Williams (8 percent), Stephanie Graf (7 percent), Martina Hingis (5 percent), Maria Sharapova (3 percent), and Lindsay Davenport (3 percent).

Question 12 evaluated the positive feeling to endorsers. As shown in Table 11, respondents did not have significant feeling on the endorsers. However, respondents had the most positive feeling to Anna Kournikova (mean=3.70), followed by Maria Sharapova (mean 3.51) and Stephanie Graf (mean=3.06).

Table 11. Mean Scores of Positive Feeling to Endorsers

| | Mean* | Std. Deviation |
|--------------------|-------|----------------|
| I like Graf. | 3.06 | 1.134 |
| I like Hingis. | 3.22 | 1.110 |
| I like Williams. | 3.19 | 1.303 |
| I like Kournikova. | 3.70 | 1.239 |
| I like Sharapova | 3.51 | 1.118 |

*1=Strongly Disagree, 2= Disagree, 3=Undecided, 4=Agree, and 5= Strongly Agree

Attitudes toward Brands

Table 12. Means of Brands Respondents Answered

| | Mean* | Std. Deviation |
|------------------------------------|-------|----------------|
| Omeaga is a classic watch. | 3.32 | 1.095 |
| Omeaga is my choice. | 2.51 | 1.017 |
| Berlei bra is essential sport kit. | 2.75 | 0.982 |
| I know Berlei product. | 2.08 | 1.157 |
| Adidas is my favorite. | 3.56 | 1.219 |
| Nike makes authentic products. | 4.31 | 1.113 |
| I like Nike product. | 4.03 | 1.139 |
| Yonex is famous. | 3.05 | 1.084 |
| NEC company is famous. | 2.83 | 0.898 |
| I know NEC notebook. | 2.85 | 1.111 |
| I like Wrigley's. | 3.77 | 1.337 |
| I buy double mint gums. | 3.43 | 1.343 |
| I know Goldfeil leather bag. | 2.09 | 1.119 |

*1=Strongly Disagree, 2= Disagree, 3=Undecided, 4=Agree, and 5= Strongly Agree

Question 13 to 25 consisted of sport and non-sport brands. Respondents were asked to state their feeling about brands (see Table 12). Respondents agreed that Nike making sport goods (mean=4.31) and they liked it (mean=4.03) while they hardly knew EganaGoldfeil leather bag (mean=2.09) and Berlei product (mean=2.08).

Attitudes toward Advertisements

In section II, the questionnaire asked respondents' attitude of the advertisement. Respondents evaluated sport product on attractiveness (question 26), trustworthiness (question 27), and expertise (question 28). Question 32, 33, and 34 evaluated attractiveness, trustworthiness, and expertise for non-sport products.

Table 13. Means of Attractiveness on Sport and Non-Sport Products Respondents Evaluated

| | Attractiveness | |
|---------------------------|----------------|-------------------|
| | *Mean | Std. Deviation |
| <u>Sport Products</u> | | |
| Kournikova; Berlei bras | 3.13 | 1.798 |
| Graf; Adidas sportswear | 3.94 | 2.024 |
| Williams; Nike sportswear | 3.64 | 1.927 |
| Hingis; Yonex racquet | 3.13 | 1.857 |
| Sharapova; Nike sportwear | 2.68 | 1.599 |
| <u>Non-Sport Products</u> | | |
| Kournikova; Omega watch | 2.08 | 1.373 |
| Graf; EganaGoldfeil bag | 3.03 | 1.727 |
| Williams; Wrigley's gum | 3.54 | 1.729 |
| Hingis; Omega watch | 3.05 | 1.906 |
| Sharapova; NEC LaVie | 3.23 | 1.710 |

*1=Most Attractive, 2=Very Attractive, 3=Attractive, 4=Neutral, 5=Unattractive, 6=Very Unattractive, 7=Most Unattractive

Results of attractiveness on Table 13 showed that Sharapova was recognized as the most attractive endorser for sport products (mean=2.68), followed by Kournikova and Hingis at the same score (mean=3.13). On the other hand,

for non-sport product, Kournikova was recognized as the most attractive (mean=2.08), followed by Graf (mean=3.03) and Hingis (mean=3.05).

Table 14. Means of Trustworthiness on Sport and Non-Sport Products Respondents Evaluated

| | Trustworthiness | |
|---------------------------|-----------------|-------------------|
| | *Mean | Std. Deviation |
| <u>Sport Products</u> | | |
| Kournikova; Berlei bras | 3.32 | 1.609 |
| Graf; Adidas sportswear | 3.46 | 1.593 |
| Williams; Nike sportswear | 3.03 | 1.659 |
| Hingis; Yonex racquet | 3.95 | 1.769 |
| Sharapova; Nike sportwear | 2.82 | 1.345 |
| <u>Non-Sport Products</u> | | |
| Kournikova; Omega watch | 2.88 | 1.614 |
| Graf; EganaGoldfeil bag | 3.47 | 1.593 |
| Williams; Wrigley's gum | 3.70 | 1.555 |
| Hingis; Omega watch | 3.19 | 1.825 |
| Sharapova; NEC LaVie | 3.90 | 1.424 |

*1= Most Trustworthy, 2=Very Trustworthy, 3=Trustworthy, 4=Neutral, 5=Untrustworthy, 6=Very Untrustworthy, and 7=Most Untrustworthy

In trustworthiness category, Sharapova took the first place for trustworthy by a mean of 2.82. Graf, on the other hand, received the least trustworthy (mean=3.46) for sport product. For non-sport product, Kournikova was found as the most trustworthy (mean=2.88) while Sharapova was viewed as the least trustworthy (mean=3.90) (see Table 14).

Table 15. Means of Expertise on Sport and Non-Sport Products Respondents Evaluated

| | Expertise | |
|----------------------------|-----------|----------------|
| | *Mean | Std. Deviation |
| <u>Sport Products</u> | | |
| Kournikova; Berlei bras | 2.97 | 1.696 |
| Graf; Adidas sportswear | 3.71 | 1.658 |
| Williams; Nike sportswear | 2.48 | 1.632 |
| Hingis; Yonex racquet | 2.69 | 1.795 |
| Sharapova; Nike sportswear | 2.36 | 1.345 |
| <u>Non-Sport Products</u> | | |
| Kournikova; Omega watch | 3.57 | 1.862 |
| Graf; EganaGoldfeil bag | 3.71 | 1.658 |
| Williams; Wrigley's gum | 3.70 | 1.555 |
| Hingis; Omega watch | 3.88 | 2.025 |
| Sharapova; NEC LaVie | 4.53 | 1.625 |

*1=Most Expert, 2=Very Expert, 3=Expert; 4=Neutral, 5=Not Expert, 6=Somewhat Not an Expert, and 7=Not an Expert

For expertise category, Sharapova presented the most expertise for sport products (mean 2.36), followed by Hingis (mean= 2.69) and Graf as the least expertise (mean= 3.71). For non-sport products, Kournikova was sought as the most expert (mean=3.57), while Sharapova was recognized as having the least expertise (mean=4.53) (see Table 15).

Intention to Purchase

Question 29 asked respondents' feelings after seeing sport product advertisements whether they changed their attitudes toward products. Thirty-eight percent of respondent agreed that they felt more interested in

Kournikova with sport bras. Thirty-five percent agreed on William's and forty-nine percent agreed on Sharapova's. Nonetheless, 48 percent disagreed on Graf's and 35 percent disagreed on Hingis's (see Table 16).

Table 16. Respondents' Attitude, After Seeing Sport Products

| Kournikova; Beilei bras | Frequency | Percent |
|-----------------------------------|------------------|----------------|
| No Response | 1 | 1.8 |
| Strongly Disagree | 10 | 17.9 |
| Disagree | 8 | 14.3 |
| Undecided | 16 | 28.6 |
| Agree | 16 | 28.6 |
| Strongly Agree | 5 | 8.9 |
| Total | 56 | 100.0 |
| Graf; Adidas sportswear | Frequency | Percent |
| Strongly Disagree | 6 | 11.5 |
| Disagree | 19 | 36.5 |
| Undecided | 11 | 21.2 |
| Agree | 12 | 23.1 |
| Strongly Agree | 4 | 7.7 |
| Total | 52 | 100.0 |
| Williams; Nike sportswear | Frequency | Percent |
| Strongly Disagree | 11 | 19.0 |
| Disagree | 6 | 10.3 |
| Undecided | 21 | 36.2 |
| Agree | 17 | 29.3 |
| Strongly Agree | 3 | 5.2 |
| Total | 58 | 100.0 |
| Hingis; Yonex racquet | Frequency | Percent |
| No Response | 2 | 3.8 |
| Strongly Disagree | 10 | 19.2 |
| Disagree | 8 | 15.4 |
| Undecided | 20 | 38.5 |
| Agree | 10 | 19.2 |
| Strongly Agree | 2 | 3.8 |
| Total | 52 | 100.0 |
| Sharapova; Nike sportswear | Frequency | Percent |
| Strongly Disagree | 7 | 11.9 |
| Disagree | 10 | 16.9 |
| Undecided | 13 | 22.0 |
| Agree | 20 | 33.9 |
| Strongly Agree | 9 | 15.3 |
| Total | 59 | 100.0 |

Table 17. Cross Tabulation between Gender and Effectiveness of Endorsers Respondents Answered on Sport Products

| | | | Kournikova is a good spokesperson | | | | | Total |
|--------|-------------|-----------------|-----------------------------------|-------------------|----------|-----------|-------|--------|
| | | | No Response | Strongly Disagree | Disagree | Undecided | Agree | |
| Gender | No Response | Count | 1 | | | | | 1 |
| | | % within Gender | 100.0% | | | | | 100.0% |
| | Male | Count | | 1 | 5 | 5 | 6 | 24 |
| | | % within Gender | | 4.2% | 20.8% | 20.8% | 25.0% | 100.0% |
| | Female | Count | | 2 | 3 | 9 | 13 | 31 |
| | | % within Gender | | 6.5% | 9.7% | 29.0% | 41.9% | 100.0% |
| Total | | | Count | 1 | 3 | 8 | 14 | 19 |
| | | | % within Gender | 1.8% | 5.4% | 14.3% | 25.0% | 33.9% |
| | | | | 11 | 13 | 19 | 6 | 52 |
| | | | | 5.8% | 21.2% | 25.0% | 36.5% | 100.0% |
| | | | Graf is a good spokesperson | | | | | Total |
| | | | No Response | Strongly Disagree | Disagree | Undecided | Agree | |
| Gender | Male | Count | | 3 | 5 | 4 | 5 | 18 |
| | | % within Gender | | 16.7% | 27.8% | 22.2% | 27.8% | 100.0% |
| | Female | Count | | | 6 | 9 | 14 | 34 |
| | | % within Gender | | | 17.6% | 26.5% | 41.2% | 100.0% |
| | Total | Count | | 3 | 11 | 13 | 19 | 52 |
| | | % within Gender | | 5.8% | 21.2% | 25.0% | 36.5% | 100.0% |
| | | | Williams is a good spokesperson | | | | | Total |
| | | | No Response | Strongly Disagree | Disagree | Undecided | Agree | |
| Gender | No Response | Count | | | | 1 | | 1 |
| | | % within Gender | | | | 100.0% | | 100.0% |
| | Male | Count | | 2 | 2 | 10 | 8 | 24 |
| | | % within Gender | | 8.3% | 8.3% | 41.7% | 33.3% | 100.0% |
| | Female | Count | | 3 | 2 | 8 | 10 | 33 |
| | | % within Gender | | 9.1% | 6.1% | 24.2% | 30.3% | 100.0% |
| Total | | | Count | | 5 | 4 | 19 | 58 |
| | | | % within Gender | | 8.6% | 6.9% | 32.8% | 55.2% |
| | | | Hingis is a good spokesperson | | | | | Total |
| | | | No Response | Strongly Disagree | Disagree | Undecided | Agree | |
| Gender | No Response | Count | 1 | | | | 1 | 2 |
| | | % within Gender | 50.0% | | | | 50.0% | 100.0% |
| | Male | Count | | 2 | 3 | 9 | 3 | 19 |
| | | % within Gender | | 10.5% | 15.8% | 47.4% | 15.8% | 100.0% |
| | Female | Count | 1 | 6 | 4 | 10 | 6 | 31 |
| | | % within Gender | 3.2% | 19.4% | 12.9% | 32.3% | 19.4% | 100.0% |
| Total | | | Count | 2 | 8 | 7 | 19 | 52 |
| | | | % within Gender | 3.8% | 15.4% | 13.5% | 36.5% | 100.0% |
| | | | Sharapova is a good spokesperson | | | | | Total |
| | | | No Response | Strongly Disagree | Disagree | Undecided | Agree | |
| Gender | Male | Count | | | 4 | 14 | 7 | 31 |
| | | % within Gender | | | 12.9% | 45.2% | 22.6% | 100.0% |
| | Female | Count | 1 | 1 | 2 | 10 | 5 | 28 |
| | | % within Gender | 3.6% | 3.6% | 7.1% | 35.7% | 17.9% | 100.0% |
| | Total | Count | 1 | 1 | 6 | 24 | 12 | 59 |
| | | % within Gender | 1.7% | 1.7% | 10.2% | 40.7% | 20.3% | 100.0% |

Question 30 determined respondents' attitudes toward brands and advertisements for sport products. As shown in Table 17, fifty-four (54) percent of respondents in both

genders agreed on Kournikova. For Graf, fifty-six (56) percent of females agreed; however, forty-four (44) percent of males disagreed that Graf was a good spokesperson.

Sixty (60) percent of females and forty-two (42) percent of males agreed that Williams was a good spokesperson. Both genders had no significance on Hingis. Forty-two (42) percent of males and fifty (50) percent of females agreed that Sharapova was a good spokesperson.

Table 18. Intention to Purchase on Sport Products

| Kournikova; Beilei bras | Frequency | Percent |
|-----------------------------------|------------------|----------------|
| No Response | 1 | 1.8 |
| Strongly Disagree | 8 | 14.3 |
| Disagree | 3 | 5.4 |
| Undecided | 21 | 37.5 |
| Agree | 19 | 33.9 |
| Strongly Agree | 4 | 7.1 |
| Total | 56 | 100.0 |
| Graf; Adidas sportswear | Frequency | Percent |
| Strongly Disagree | 7 | 13.5 |
| Disagree | 15 | 28.8 |
| Undecided | 17 | 32.7 |
| Agree | 11 | 21.2 |
| Strongly Agree | 2 | 3.8 |
| Total | 52 | 100.0 |
| Williams; Nike sportswear | Frequency | Percent |
| Strongly Disagree | 7 | 12.1 |
| Disagree | 4 | 6.9 |
| Undecided | 31 | 53.4 |
| Agree | 11 | 19.0 |
| Strongly Agree | 5 | 8.6 |
| Total | 58 | 100.0 |
| Hingis; Yonex racquet | Frequency | Percent |
| No Response | 2 | 3.8 |
| Strongly Disagree | 13 | 25.0 |
| Disagree | 7 | 13.5 |
| Undecided | 24 | 46.2 |
| Agree | 3 | 5.8 |
| Strongly Agree | 3 | 5.8 |
| Total | 52 | 100.0 |
| Sharapova; Nike sportswear | Frequency | Percent |
| No Response | 1 | 1.7 |
| Strongly Disagree | 7 | 11.9 |
| Disagree | 10 | 16.9 |
| Undecided | 19 | 32.2 |
| Agree | 17 | 28.8 |
| Strongly Agree | 5 | 8.5 |
| Total | 59 | 100.0 |

Question 31 asked whether respondents wanted to purchase or recommend to friends. Kournikova received 41 percent of "Agree" and "Strongly Agree", while Sharapova encompassed 37 percent. On the other hand, others received "Undecided" and "Disagree" (see Table 18).

Table 19. Respondents' Attitude, After Seeing Non-Sport Products

| Kournikova; Omega watch | Frequency | Percent |
|--------------------------------|------------------|----------------|
| No Response | 2 | 3.6 |
| Strongly Disagree | 5 | 8.9 |
| Disagree | 7 | 12.5 |
| Undecided | 19 | 33.9 |
| Agree | 15 | 26.8 |
| Strongly Agree | 8 | 14.3 |
| Total | 56 | 100.0 |
| Graf; EganaGoldfeil bag | Frequency | Percent |
| Strongly Disagree | 7 | 13.5 |
| Disagree | 11 | 21.2 |
| Undecided | 15 | 28.8 |
| Agree | 14 | 26.9 |
| Strongly Agree | 5 | 9.6 |
| Total | 52 | 100.0 |
| Williams; Wrigley's gum | Frequency | Percent |
| No Response | 1 | 1.7 |
| Strongly Disagree | 7 | 12.1 |
| Disagree | 13 | 22.4 |
| Undecided | 21 | 36.2 |
| Agree | 10 | 17.2 |
| Strongly Agree | 6 | 10.3 |
| Total | 58 | 100.0 |
| Hingis; Omega watch | Frequency | Percent |
| No Response | 4 | 7.7 |
| Strongly Disagree | 13 | 25.0 |
| Disagree | 9 | 17.3 |
| Undecided | 17 | 32.7 |
| Agree | 8 | 15.4 |
| Strongly Agree | 1 | 1.9 |
| Total | 52 | 100.0 |
| Sharapova; NEC LaVie | Frequency | Percent |
| Strongly Disagree | 7 | 11.9 |
| Disagree | 18 | 30.5 |
| Undecided | 29 | 49.2 |
| Agree | 5 | 8.5 |
| Total | 59 | 100.0 |

Question 35 showed respondents' attitudes toward non-sport products. After they saw the endorsers with products, 41 percent felt more interested with Kournikova. On the other hand, they did not feel interested in

products which Williams, Hingis, and Sharapova endorsed (see Table 19).

Table 20 presented the relationship between gender and respondents' attitudes toward endorsers with non-sports in question 36. Kournikova had been sought as good spokespersons with the count of 58 percent of males and 52 percent of females. Fifty-six percent of females agreed on Graf endorsing with non-sport product but, forty-five percent of males disagreed on her. Similarly, thirty-eight percent of males disagreed on Williams. However, forty-percent of females agreed that Williams was a good spokesperson.

Both genders disagreed on Hingis and Sharapova endorsing non-sport products. For Hingis, forty-eight percent of males and twenty-nine of females disagreed. Moreover, thirty percent of males and forty-three percent of females disagreed on Sharapova.

Table 20. Cross Tabulation between Gender and Effectiveness of Endorsers Respondents Answered on Non-Sport Products

| | | | Kournikova is a good spokesperson | | | | | | Total |
|--------|-----------------|-----------------|-----------------------------------|-------------------|----------|-----------|-------|----------------|--------|
| | | | No Response | Strongly Disagree | Disagree | Undecided | Agree | Strongly Agree | |
| Gender | No Response | Count | 1 | | | | | | 1 |
| | | % within Gender | 100.0% | | | | | | 100.0% |
| | Male | Count | | 1 | 1 | 8 | 10 | 4 | 24 |
| | | % within Gender | | 4.2% | 4.2% | 33.3% | 41.7% | 16.7% | 100.0% |
| | Female | Count | 1 | | 2 | 12 | 9 | 7 | 31 |
| | | % within Gender | 3.2% | | 6.5% | 38.7% | 29.0% | 22.6% | 100.0% |
| Total | Count | 2 | 1 | 3 | 20 | 19 | 11 | 56 | |
| | % within Gender | 3.6% | 1.8% | 5.4% | 35.7% | 33.9% | 19.6% | 100.0% | |
| | | | Graf is a good spokesperson | | | | | | |
| Gender | Male | Count | | 3 | 5 | 4 | 5 | 1 | 18 |
| | | % within Gender | | 16.7% | 27.8% | 22.2% | 27.8% | 5.6% | 100.0% |
| | Female | Count | | | 6 | 9 | 14 | 5 | 34 |
| | | % within Gender | | | 17.6% | 26.5% | 41.2% | 14.7% | 100.0% |
| | Total | Count | | 3 | 11 | 13 | 19 | 6 | 52 |
| | | % within Gender | | 5.8% | 21.2% | 25.0% | 36.5% | 11.5% | 100.0% |
| | | | Williams is a good spokesperson | | | | | | |
| Gender | No Response | Count | 1 | | | | | | 1 |
| | | % within Gender | 100.0% | | | | | | 100.0% |
| | Male | Count | | 3 | 6 | 8 | 6 | 1 | 24 |
| | | % within Gender | | 12.5% | 25.0% | 33.3% | 25.0% | 4.2% | 100.0% |
| | Female | Count | 1 | 2 | 4 | 13 | 9 | 4 | 33 |
| | | % within Gender | 3.0% | 6.1% | 12.1% | 39.4% | 27.3% | 12.1% | 100.0% |
| Total | Count | 2 | 5 | 10 | 21 | 15 | 5 | 58 | |
| | % within Gender | 3.4% | 8.6% | 17.2% | 36.2% | 25.9% | 8.6% | 100.0% | |
| | | | Hingis is a good spokesperson | | | | | | |
| Gender | No Response | Count | 2 | | | | | | 2 |
| | | % within Gender | 100.0% | | | | | | 100.0% |
| | Male | Count | | 4 | 5 | 9 | | 1 | 19 |
| | | % within Gender | | 21.1% | 26.3% | 47.4% | | 5.3% | 100.0% |
| | Female | Count | 2 | 6 | 3 | 14 | 6 | | 31 |
| | | % within Gender | 6.5% | 19.4% | 9.7% | 45.2% | 19.4% | | 100.0% |
| Total | Count | 4 | 10 | 8 | 23 | 6 | 1 | 52 | |
| | % within Gender | 7.7% | 19.2% | 15.4% | 44.2% | 11.5% | 1.9% | 100.0% | |
| | | | Sharapova is a good spokesperson | | | | | | |
| Gender | Male | Count | | 3 | 3 | 21 | 1 | 3 | 31.0% |
| | | % within Gender | | 9.7% | 9.7% | 67.7% | 3.2% | 9.7% | 100.0% |
| | Female | Count | | 3 | 9 | 12 | 2 | 2 | 28.0% |
| | | % within Gender | | 10.7% | 32.1% | 42.9% | 7.1% | 7.1% | 100.0% |
| | Total | Count | | 6 | 12 | 33 | 3 | 5 | 59.0% |
| | | % within Gender | | 10.2% | 20.3% | 55.9% | 5.1% | 8.5% | 100.0% |

Table 21. Intention to Purchase on Non-Sport Products

| Kournikova; Omega watch | Frequency | Percent |
|--------------------------------|------------------|----------------|
| No Response | 2 | 3.0 |
| Strongly Disagree | 6 | 10.7 |
| Disagree | 5 | 8.9 |
| Undecided | 23 | 41.1 |
| Agree | 14 | 25.0 |
| Strongly Agree | 6 | 10.7 |
| Total | 56 | 100.0 |
| Graf; EganaGoldfeil bag | Frequency | Percent |
| Strongly Disagree | 9 | 17.3 |
| Disagree | 9 | 17.3 |
| Undecided | 24 | 46.2 |
| Agree | 8 | 15.4 |
| Strongly Agree | 2 | 3.8 |
| Total | 52 | 100.0 |
| Williams; Wrigley's gum | Frequency | Percent |
| No Response | 1 | 1.7 |
| Strongly Disagree | 6 | 10.3 |
| Disagree | 6 | 10.3 |
| Undecided | 28 | 48.3 |
| Agree | 13 | 22.4 |
| Strongly Agree | 4 | 6.9 |
| Total | 58 | 100.0 |
| Hingis; Omega watch | Frequency | Percent |
| No Response | 6 | 11.5 |
| Strongly Disagree | 15 | 26.9 |
| Disagree | 11 | 21.2 |
| Undecided | 19 | 36.5 |
| Agree | 2 | 3.8 |
| Total | 52 | 100.0 |
| Sharapova; NEC LaVie | Frequency | Percent |
| Strongly Disagree | 9 | 15.3 |
| Disagree | 16 | 27.1 |
| Undecided | 30 | 50.8 |
| Agree | 4 | 6.8 |
| Total | 59 | 100.0 |

Question 37, the last question, showed that 36 percent of respondents would purchase the product with Kournikova and 29 percent would do with Williams. Furthermore, they would not purchase products when Graf , Hingis, and Sharapova endorsed at the rate of 35%, 48%, and 37% respectively (see Table 21).

CHAPTER FIVE

CONCLUSIONS AND IMPLICATIONS

Introduction

This study examined consumer's attitudes toward brands and the advertisements. In order to gather primary data, 277 questionnaires were distributed. The majority of participants were female at the age ranges between 20 to 24 years old.

Female Sport Endorsers and Sport Products

Based on source credibility, expertise would influence the consumer's attitude. Expertise and trustworthiness differ based on the product endorsed. For example, attitudes toward sport products such as tennis clothes and sports bras differed particularly for female consumers.

This research used a similar approach as previous research (Ohanian, 1991). The results indicated that every endorser received high expertise except Stephanie Graf (mean=3.71). Graf, who, as the matter of fact, received least attractive (mean=3.94) and least trustworthy (mean=3.46). Forty two percent of respondents are not interested in her endorsed product and do not want to purchase the product. Therefore, respondents' attitudes

towards the product did not improve after seeing the advertisement.

Sharapova was recognized as the most attractive (mean=2.68), most trustworthy (mean=2.82), and most expert (mean=2.36). After seeing the advertisement, most of respondents (37%) agreed to purchase the product. She is a good sample supporting the previous research that their attitudes had changed.

Kournikova also had significant scores on attractiveness (mean=3.13) and trustworthiness (mean=3.32). Though she received less expertise (mean=2.97), forty percent of respondents felt more interested in her advertisement. Therefore, there was relationship between attractiveness and intention to purchase.

Results could be used to conclude that there was a match-up between attractiveness and products. Respondents automatically accept the product endorsed by individuals with high levels of attractiveness.

Female Sport Endorsers and Non-Sport Products

The products were separated into 2 types; high and low involvement. The high-involvement products were a

watch and a laptop computer. The low-involvement product was chewing gums.

Kournikova had significant scores on all three dimensions; attractiveness (mean=2.08), trustworthiness (mean=2.88) and expertise (mean=3.57). Moreover, she could influence forty percent of respondents to change their attitudes. Williams also received high score on attractiveness (mean=3.54). However, she was recognized as being less trustworthy (mean=3.70) and with less expertise (mean=3.70).

Thirty four percent of respondents were not interested in Williams's product. Therefore, attractiveness was more important than expertise to convince buying decision.

On the other hand, Hingis was not recognized as an expert (mean=3.88) on the product. A study had proven that she could not transfer the meaning of Omega watch to consumer. Even though she endorsed the same brand watch as Kournikova did, she had been evaluated with less trustworthy and expertise.

Sharapova was recognized as an endorser with the least credibility scale on 3 dimensions; attractiveness (mean=3.23), trustworthiness (mean=3.90), and expertise (mean=4.53). She could not influence forty two percent of

respondents' attitudes or intentions to purchase the NEC laptop, even though she received the highest score on attractiveness on Nike sportswear. According to the survey, respondents did not focus on the presenter when purchasing product process occurred. It could be the reason that their attitudes did not change as expected.

It was noted that female sport endorsers in the survey recorded lower means on sport products than non-sport products. It has been proven that consumers wanted to see less attractive endorser when sport product involved. Moreover, they wanted to see more attractive endorser seen as celebrity with non-sport product.

Implication for Management

The managers need to pay attention when using sport celebrity advertising. They should find the right endorser for their product and test whether it fits with product image and the target audience. In some types of products, normal people in the advertisement can be as effective as celebrity used. Second, managers should consider about target audience. In this study, 20 to 24 year-old young adults participate in sport field and they can be potential customers for a particular product. Therefore, it can be appropriate to use a sport celebrity rather than

non-celebrity in the advertisement. Finally, there are risks with sport endorsers. Preparation of the possibility of negative publicity and performance regarding the sport celebrity is needed to be done by the marketers. The company should find out that celebrities had done something in the past that might not fit with the product's image or brand.

APPENDIX
QUESTIONNAIRE

Female Endorsement Questionnaire

The purpose of this study is to evaluate the effectiveness of advertisement and attitude. Please complete the questionnaire. There are no right or wrong answers. Your opinion will be kept confidential. Thank you for your assistance in this research.

Please put an X on the blank that best describes your opinion.

Section I

1. Are you interested in sports?

☐ Yes ☐ No

2. Do you play sports? (Check all that apply)

| | | |
|-----------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Golf | <input type="checkbox"/> Football | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Cycling | <input type="checkbox"/> Aerobics | <input type="checkbox"/> Soccer |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Baseball | <input type="checkbox"/> Basketball |
| <input type="checkbox"/> Hockey | <input type="checkbox"/> Volleyball | <input type="checkbox"/> Skiing |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Running | <input type="checkbox"/> Other _____ |

3. How often do you participate in sport?

| | |
|---|--|
| <input type="checkbox"/> More than 5 times a week | <input type="checkbox"/> 2 to 4 times a week |
| <input type="checkbox"/> Once a week | <input type="checkbox"/> I don't play |

4. How much do you usually spend on sport equipment, footwear, apparel in the year?

| | |
|--|--|
| <input type="checkbox"/> Less than \$100 | <input type="checkbox"/> \$100-\$500 |
| <input type="checkbox"/> \$500-\$1,000 | <input type="checkbox"/> More than \$1,000 |

5. What publications do you regularly read?

| | |
|---|---|
| <input type="checkbox"/> Sports & Activities | <input type="checkbox"/> Women's Fashion & Beauty |
| <input type="checkbox"/> Science & Nature | <input type="checkbox"/> Business & Finance |
| <input type="checkbox"/> Computer & Electronics | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Health & Fitness | <input type="checkbox"/> Gourmet & Cooking |
| <input type="checkbox"/> Other _____ | |

6. When you want to purchase **sportswear and equipment**, which features consider your choice? **Please rank from 1-most important to 7-least important.**

| | | |
|--------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Brand | <input type="checkbox"/> Design | <input type="checkbox"/> Material |
| <input type="checkbox"/> Price | <input type="checkbox"/> Presenter | <input type="checkbox"/> Friend/salesperson |
| <input type="checkbox"/> Other _____ | | |

7. When you want to purchase **a leather bag**, which features consider your choice? **Please rank from 1-most important to 7-least important.**

| | | |
|-------------|-----------------|--------------------------|
| _____ Brand | _____ Design | _____ Material |
| _____ Price | _____ Presenter | _____ Friend/salesperson |
| _____ Other | | |

8. When you want to purchase **chewing gum**, which features consider your choice? **Please rank from 1-most important to 7-least important.**

| | | |
|-----------------|--------------------------|-------------|
| _____ Brand | _____ Design/Packaging | _____ Price |
| _____ Presenter | _____ Friend/salesperson | _____ Taste |
| _____ Other | | |

9. When you want to purchase **a watch**, which features consider your choice? **Please rank from 1-most important to 7-least important.**

| | | |
|-------------|-----------------|--------------------------|
| _____ Brand | _____ Design | _____ Material |
| _____ Price | _____ Presenter | _____ Friend/salesperson |
| _____ Other | | |

10. When you want to purchase **a laptop**, which features consider your choice? **Please rank from 1-most important to 7-least important.**

| | | |
|--------------------------|-----------------|-------------|
| _____ Brand | _____ Design | _____ Price |
| _____ After Sales | _____ Presenter | |
| _____ Friend/salesperson | _____ Other | |

11. When you think about female tennis players, who come to your mind? Please list all names.

1. _____
2. _____
3. _____
4. _____
5. _____

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.



Stefanie Graf©

12. What do you think about her?

A. I like her.

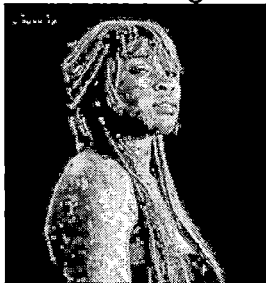
1 2 3 4 5



Martina Hingis©

B. I like her.

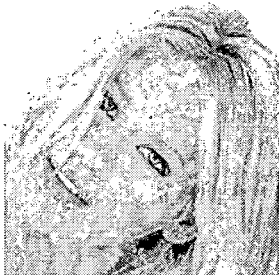
1 2 3 4 5



Serena Williams©

C. I like her.

1 2 3 4 5



Anna Kournikova©

D. I like her.

1 2 3 4 5



Maria Sharapova©

E. I like her.

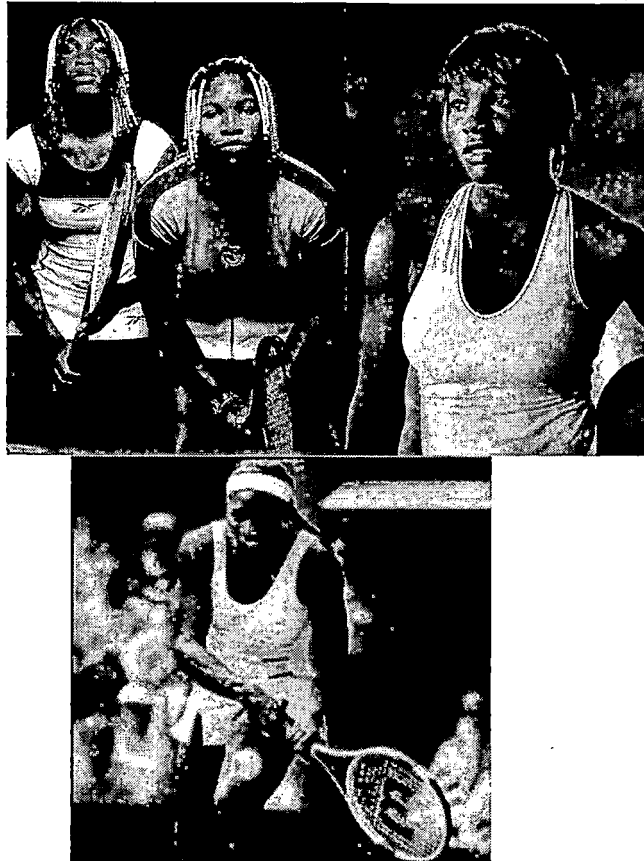
1 2 3 4 5

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.

| | | | | | |
|--|---|---|---|---|---|
| 13. Omega® is a classic watch. | 1 | 2 | 3 | 4 | 5 |
| 14. Omega® is my choice. | 1 | 2 | 3 | 4 | 5 |
| 15. I know Berlei® products. | 1 | 2 | 3 | 4 | 5 |
| 16. Berlei® bra is an essential piece of sports kit. | 1 | 2 | 3 | 4 | 5 |
| 17. Adidas® is one of my choices. | 1 | 2 | 3 | 4 | 5 |
| 18. Nike® makes sport products. | 1 | 2 | 3 | 4 | 5 |
| 19. I like Nike® product. | 1 | 2 | 3 | 4 | 5 |
| 20. Yonex® racquet is famous. | 1 | 2 | 3 | 4 | 5 |
| 21. I have positive feeling about NEC®. | 1 | 2 | 3 | 4 | 5 |
| 22. I know NEC® notebook. | 1 | 2 | 3 | 4 | 5 |
| 23. I know Wrigley®'s product. | 1 | 2 | 3 | 4 | 5 |
| 24. I like Wrigley®'s double mint chewing gum | 1 | 2 | 3 | 4 | 5 |
| 25. I know EganaGoldpfeil® leather bag. | 1 | 2 | 3 | 4 | 5 |

Section II



Instructions: On the scales below, please indicate your feeling about Serena Williams®'s advertisement.

Put an X on the blank which best represents your feeling.

26. When you see her with sportswear, how would you classify her on attractiveness?

| | | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

27. When you see her with sportswear, how would you classify her on trustworthiness?

| | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

28. When you see her with sportswear, how would you classify her on expertise?

| | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5- Strongly Agree.

29. After you see this advertisement, you feel more interested in this product.

1 2 3 4 5

30. You think Serena Williams© is a good spokesperson with the product.

1 2 3 4 5

31. You will recommend to friends or purchase this brand.

1 2 3 4 5



Instructions: On the scales below, please indicate your feeling about Serena Williams®'s advertisement.

Put an X on the blank which best represents your feeling.

32. When you see her with Wrigley®'s chewing gum, how would you classify her on attractiveness?

| | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

33. When you see her with Wrigley®'s chewing gum, how would you classify her on trustworthiness?

| | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

34. When you see her with Wrigley®'s chewing gum, how would you classify her on expertise?

| | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5- Strongly Agree.

35. After you see this advertisement, you feel more interested in this product.

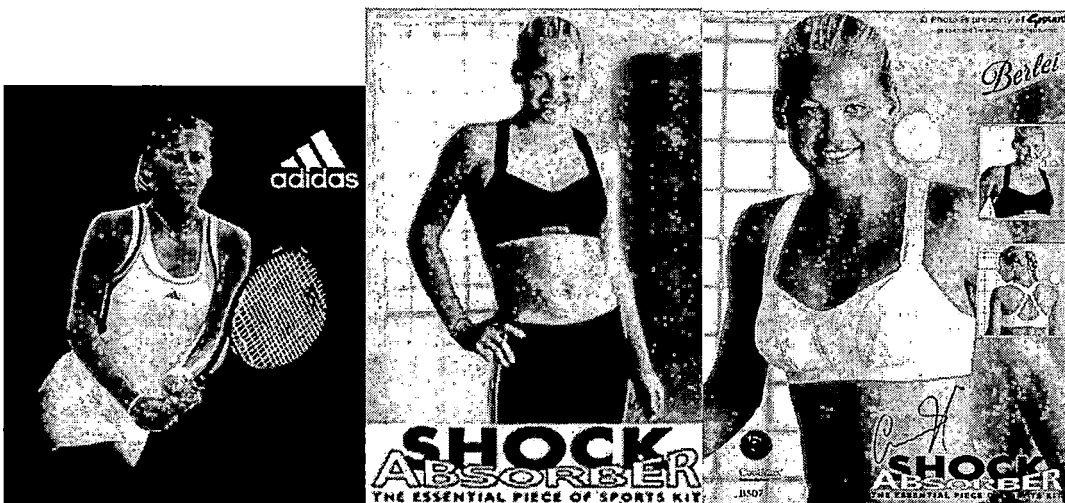
1 2 3 4 5

36. You think Serena Williams© is a good spokesperson with the product.

1 2 3 4 5

37. You will recommend to friends or purchase this brand.

1 2 3 4 5



Instructions: On the scales below, please indicate your feeling about Anna Kournikova©'s advertisement.

Put an X on the blank which best represents your feeling.

38. When you see her with Berlei® sport bras, how would you classify her on attractiveness?

| | | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

39. When you see her with Berlei® sport bras, how would you classify her on trustworthiness?

| | | |
|-------------|-------|---------------|
| Dependable | _____ | Undependable |
| Honest | _____ | Dishonest |
| Reliable | _____ | Unreliable |
| Sincere | _____ | Insincere |
| Trustworthy | _____ | Untrustworthy |

40. When you see her with Berlei® sport bras, how would you classify her on expertise?

| | | |
|---------------|-------|-----------------|
| Expert | _____ | Not an Expert |
| Experienced | _____ | Inexperienced |
| Knowledgeable | _____ | Unknowledgeable |
| Qualified | _____ | Unqualified |
| Skilled | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5- Strongly Agree.

41. After you see this advertisement, you feel more interested in this product.

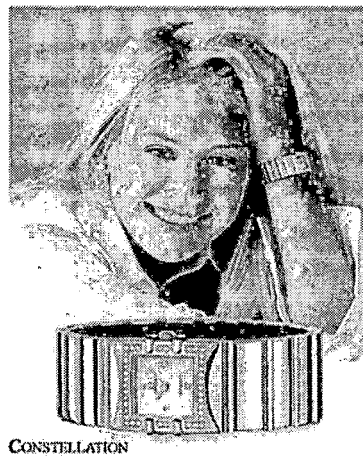
1 2 3 4 5

42. You think Anna Kournikova© is a good spokesperson with the product.

1 2 3 4 5

43. You will recommend to friends or purchase this brand.

1 2 3 4 5



CONSTELLATION

Anna
Kournikova's Choice



Ω
OMEGA



Instructions: On the scales below, please indicate your feeling about Anna Kournikova's advertisement.

Put an X on the blank which best represents your feeling.

44. When you see her with Omega® watch, how would you classify her on attractiveness?

| | | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

45. When you see her with Omega® watch, how would you classify her on trustworthiness?

| | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

46. When you see her with Omega® watch, how would you classify her on expertise?

| | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.

47. After you see this advertisement, you feel more interested in this product.

1 2 3 4 5

48. You think Anna Kournikova© is a good spokesperson with the product.

1 2 3 4 5

49. You will recommend to friends or purchase this brand.

1 2 3 4 5



Instructions: On the scales below, please indicate your feeling about Martina Hingis©'s advertisement.

Put an X on the blank which best represents your feeling.

50. When you see her with a Yonex® racquet, how would you classify her on attractiveness?

| | | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

51. When you see her with a Yonex® racquet, how would you classify her on trustworthiness?

| | | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

52. When you see her with a Yonex® racquet, how would you classify her on expertise?

| | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5- Strongly Agree.

53. After you see this advertisement, you feel more interested in this product.

1 2 3 4 5

54. You think Martina Hingis© is a good spokesperson with the product.

1 2 3 4 5

55. You will recommend to friends or purchase this brand.

1 2 3 4 5



CONSTELLATION



Instructions: On the scales below, please indicate your feeling about Martina Hingis©'s advertisement.

Put an X on the blank which best represents your feeling.

56. When you see her with Omega® watch, how would you classify her on attractiveness?

| | | | | | | | | | | | | |
|------------|-------|---|-------|---|-------|---|-------|---|-------|---|-------|--------------|
| Attractive | _____ | : | _____ | : | _____ | : | _____ | : | _____ | : | _____ | Unattractive |
| Classy | _____ | : | _____ | : | _____ | : | _____ | : | _____ | : | _____ | Not Classy |
| Beautiful | _____ | : | _____ | : | _____ | : | _____ | : | _____ | : | _____ | Ugly |
| Elegant | _____ | : | _____ | : | _____ | : | _____ | : | _____ | : | _____ | Plain |
| Sexy | _____ | : | _____ | : | _____ | : | _____ | : | _____ | : | _____ | Not Sexy |

57. When you see her with Omega® watch, how would you classify her on trustworthiness?

| | | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

58. When you see her with Omega® watch, how would you classify her on expertise?

| | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.

59. After you see this advertisement, you feel more interested in this product.

1 2 3 4 5

60. You think Martina Hingis© is a good spokesperson with the product.

1 2 3 4 5

61. You will recommend to friends or purchase this brand.

1 2 3 4 5

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.

65. After you see this advertisement, you feel more interested in this product.

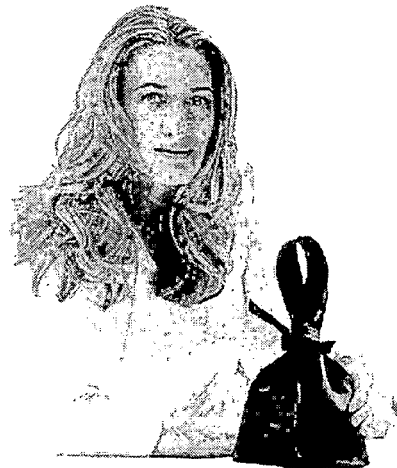
1 2 3 4 5

66. You think Stefanie Graf© is a good spokesperson with the product.

1 2 3 4 5

67. You will recommend to friends or purchase this brand.

1 2 3 4 5



Instructions: On the scales below, please indicate your feeling about Stefanie Graf©'s advertisement.

Put an X on the blank which best represents your feeling.

68. When you see her with EganaGoldpfeil® bag, how would you classify her on attractiveness?

| | | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

69. When you see her with EganaGoldpfeil® bag, how would you classify her on trustworthiness?

| | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

70. When you see her with EganaGoldpfeil® bag, how would you classify her on expertise?

| | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.

71. After you see this advertisement, you feel more interested in this product.

1 2 3 4 5

72. You think Stefanie Graf® is a good spokesperson with the product.

1 2 3 4 5

73. You will recommend to friends or purchase this brand.

1 2 3 4 5



Instructions: On the scales below, please indicate your feeling about Maria Sharapova's advertisement.

Put an X on the blank which best represents your feeling.

74. When you see her with Nike® sportswear, how would you classify her on attractiveness?

| | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|---|--------------|
| Attractive | — | : | — | : | — | : | — | : | — | : | — | Unattractive |
| Classy | — | : | — | : | — | : | — | : | — | : | — | Not Classy |
| Beautiful | — | : | — | : | — | : | — | : | — | : | — | Ugly |
| Elegant | — | : | — | : | — | : | — | : | — | : | — | Plain |
| Sexy | — | : | — | : | — | : | — | : | — | : | — | Not Sexy |

73. When you see her with Nike® sportswear, how would you classify her on trustworthiness?

| | | | | | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|---|---|---|---------------|
| Dependable | — | : | — | : | — | : | — | : | — | : | — | Undependable |
| Honest | — | : | — | : | — | : | — | : | — | : | — | Dishonest |
| Reliable | — | : | — | : | — | : | — | : | — | : | — | Unreliable |
| Sincere | — | : | — | : | — | : | — | : | — | : | — | Insincere |
| Trustworthy | — | : | — | : | — | : | — | : | — | : | — | Untrustworthy |

74. When you see her with Nike® sportswear, how would you classify her on expertise?

| | | | | | | | | | | | | |
|---------------|---|---|---|---|---|---|---|---|---|---|---|-----------------|
| Expert | — | : | — | : | — | : | — | : | — | : | — | Not an Expert |
| Experienced | — | : | — | : | — | : | — | : | — | : | — | Inexperienced |
| Knowledgeable | — | : | — | : | — | : | — | : | — | : | — | Unknowledgeable |
| Qualified | — | : | — | : | — | : | — | : | — | : | — | Unqualified |
| Skilled | — | : | — | : | — | : | — | : | — | : | — | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5- Strongly Agree.

75. After you see this advertisement, you feel more interested in this product.

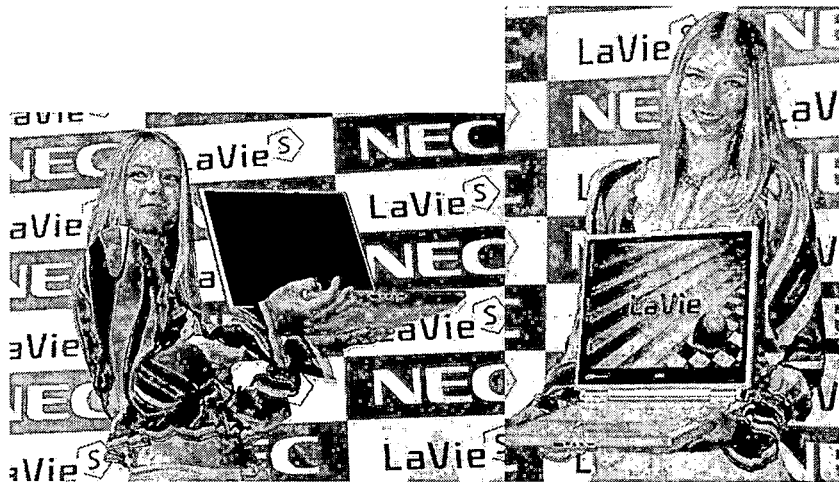
1 2 3 4 5

76. You think Maria Sharapova© is a good spokesperson with the product.

1 2 3 4 5

77. You will recommend to friends or purchase this brand.

1 2 3 4 5



Instructions: On the scales below, please indicate your feeling about Maria Sharapova's advertisement.

Put an X on the blank which best represents your feeling.

78. When you see her with LaVie™ notebook, how would you classify her on attractiveness?

| | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|--------------|
| Attractive | _____ | _____ | _____ | _____ | _____ | _____ | Unattractive |
| Classy | _____ | _____ | _____ | _____ | _____ | _____ | Not Classy |
| Beautiful | _____ | _____ | _____ | _____ | _____ | _____ | Ugly |
| Elegant | _____ | _____ | _____ | _____ | _____ | _____ | Plain |
| Sexy | _____ | _____ | _____ | _____ | _____ | _____ | Not Sexy |

79. When you see her with LaVie™ notebook, how would you classify her on trustworthiness?

| | | | | | | | |
|-------------|-------|-------|-------|-------|-------|-------|---------------|
| Dependable | _____ | _____ | _____ | _____ | _____ | _____ | Undependable |
| Honest | _____ | _____ | _____ | _____ | _____ | _____ | Dishonest |
| Reliable | _____ | _____ | _____ | _____ | _____ | _____ | Unreliable |
| Sincere | _____ | _____ | _____ | _____ | _____ | _____ | Insincere |
| Trustworthy | _____ | _____ | _____ | _____ | _____ | _____ | Untrustworthy |

80. When you see her with LaVie™ notebook, how would you classify her on expertise?

| | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-----------------|
| Expert | _____ | _____ | _____ | _____ | _____ | _____ | Not an Expert |
| Experienced | _____ | _____ | _____ | _____ | _____ | _____ | Inexperienced |
| Knowledgeable | _____ | _____ | _____ | _____ | _____ | _____ | Unknowledgeable |
| Qualified | _____ | _____ | _____ | _____ | _____ | _____ | Unqualified |
| Skilled | _____ | _____ | _____ | _____ | _____ | _____ | Unskilled |

Instructions: Please read statement carefully and circle the one that most responses you.

1-Strongly Disagree, 2-Disagree, 3-Undecided, 4- Agree, and 5-Strongly Agree.

81. After you see this advertisement, you feel more interested in this product.

1 2 3 4 5

82. You think Maria Sharapova© is a good spokesperson with the product.

1 2 3 4 5

83. You will recommend to friends or purchase this brand.

1 2 3 4 5

Section III

About you:

84. Gender

☐ Male

☐ Female

85. Which age category contains your age?

☐ Under 19

☐ 20-24

☐ 25-34

☐ 35-44

☐ 45 years and over

86. What is your education background?

☐ High school

☐ College

☐ Associate degree

☐ Bachelor's degree

☐ Graduate or professional degree

87. What is your ethnic background?

☐ White

☐ Pacific Islander

☐ Black

☐ Native American

☐ Hispanic

☐ Multi Racial

☐ Asian

☐ Other

88. What is your approximately annual household income?

☐ Less than \$9,999

☐ \$10,000 - \$14,999

☐ \$15,000 - \$24,999

☐ \$25,000 - \$49,999

☐ \$50,000 - \$74,999

☐ \$75,000 - \$99,999

☐ \$100,000 and over

Thank You

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